

CITY OF HAYWARD

AGENDA REPORT

AGENDA DATE 05/30/06

AGENDA ITEM _____

WORK SESSION ITEM WS 1

TO: Mayor and City Council

FROM: Acting Director of Finance and Internal Services

SUBJECT: Review of Community Promotion Program

The Community Promotion Program provides grant funding for events and activities that benefit Hayward residents. Over the past several years, the Council has allocated between \$112,000 and \$180,000 annually to local groups. Grants have been provided in amounts from \$200 to \$47,750 to fund various organizations and activities.

The following Council approved categories were used to establish eligibility:

1. Celebrate cultural diversity
2. Promote the arts
3. Recognize the history of Hayward and its future

For this two-year funding period, fourteen organizations submitted an application; all of which met the eligibility criteria established by Council.

Exhibit A provides a listing of applicant funding requests. In comparing the 2005-06 awards to the 2006-07 request - eight returning organizations requested the same funding level, while six returning applicants requested an increase in funding. In addition, the Hayward Municipal Band made a one-time additional request for new uniforms. The total amount requested for FY 2006-07 is \$45,640 above the available funding of \$150,000. The total amount requested for FY 2007-08 is \$31,121 above the available funding of \$150,000.


During the FY 2005-06 hearing for Community Promotion Program funding, Council members requested additional information regarding event attendance, fundraising efforts, and percentage of City funding in relationship to the events overall budget. In response to this request, staff has attached Exhibit B and C, which summarizes this information for each of the two budget years. Staff is reporting the information provided by the applicants, and has not independently verified information pertaining to, for example, attendance. Additionally, a summary of FY 2005-06 grant awards is provided on Exhibit D.

Representatives of each of the organizations requesting Community Promotions Program funds will be notified of the time and location of the May 30 work session and will be invited to attend.

Additionally, they will be notified of the public hearing, which will be held on Tuesday, June 13, 2006.

During the mid-year budget review, the Council indicated to staff to maintain the FY 2005-06 funding level of \$150,000 for FY 2006-07 and FY 2007-08. In light of this information, staff is recommending no change from the FY 2005-06 level of funding. However, Council may wish to consider different levels of funding, and if so, direct staff to present the changes at the June 13, 2006 public hearing.


Prepared by:


Denise Blohm, Budget Administrator

Recommended by:


Diane Lewis, Acting Finance Director

Approved by:


Jesús Armas, City Manager

Attachments: Exhibit A – 2006-08 Community Promotion Program – Overview Comparison with FY 2005-06 Grant Award
Exhibit B – 2006-08 Community Promotion Program – Overview of Requests, Year 1
Exhibit C – 2006-08 Community Promotion Program – Overview of Requests, Year 2
Exhibit D – 2006-08 Community Promotion Program – Summary of FY 2005-06 Grant Awards

FY 2006-08 Community Promotion Program
Overview Comparison with FY 2005-06 Grant Awards

Program Name	Sponsor	FY 2005-06 Adopted	FY 2006-07 Requested	Difference FY 05-06	FY 2007-08 Requested	Difference FY 05-06
Requesting equal funds						
1 Art Education and Exhibition Facility	Hayward Forum of the Arts / Sun Gallery	\$37,000	\$37,000	\$0	\$37,000	\$0
2 Hayward-Russell City Blues Festival	Bay Area Blues Society	\$30,000	\$30,000	\$0	\$30,000	\$0
3 Hayward Concert Series	Hayward Municipal Band	\$18,509	\$18,509	\$0	\$18,509	\$0
4 Music Education	Pacific Chamber Symphony	\$10,191	\$10,191	\$0	\$10,191	\$0
5 Dr. Martin Luther King, Jr. Birthday Celebration	Dr. Martin Luther King, Jr. Celebration Committee	\$2,000	\$2,000	\$0	\$2,000	\$0
6 Memorial Day Celebration	Allied Veterans Memorial Day Committee	\$800	\$800	\$0	\$800	\$0
7 Veteran's Day Observance	Allied Veterans Parade Committee	\$300	\$300	\$0	\$300	\$0
8 Admission Day Celebration	Native Daughters and Sons of the Golden West	\$200	\$200	\$0	\$200	\$0
		\$99,000	\$99,000	\$0	\$99,000	\$0
Requesting additional funds						
9 Art Promotion	Hayward Arts Council and Honor Band	\$31,678	\$43,390	\$11,712	\$39,871	\$8,193
10 Fourth of July	South Hayward Lions Club	\$6,464	\$8,250	\$1,786	\$8,250	\$1,786
11 Music Program	The Youth Orchestras of Southern of Alameda County	\$5,901	\$7,000	\$1,099	\$7,000	\$1,099
12 Cinco de Mayo / Mexican Independence Program	La Alianza de Hayward	\$3,111	\$4,000	\$889	\$4,000	\$889
13 Hayward Volunteer Recog and Awards Dinner	Hayward Volunteer Recog and Awards Dinner	\$2,000	\$3,000	\$1,000	\$3,000	\$1,000
14 Hayward Zucchini Festival	Hayward Zucchini Festival	\$1,846	\$20,000	\$18,154	\$20,000	\$18,154
		\$51,000	\$85,640	\$34,640	\$82,121	\$31,121
Requesting new funds						
15 New Uniforms	Hayward Municipal Band	\$0	\$11,000	\$11,000	\$0	\$0
Subtotal		\$150,000	\$195,640	\$45,640	\$181,121	\$31,121
Amount Available		\$150,000	\$150,000		\$150,000	
Difference		\$0	(\$45,640)		(\$31,121)	

FY 2006-07 Community Promotion Program

Overview of Requests - Year 1

Program Name	Grant Category	Attendance	Fundraising / Fees/Donations	Grant amount requested	Program Budget	Recommended City Funding	% of City Support (Using recommended funding)
1 Admission Day Celebration Committee Admission Day Celebration	Cultural Diversity	100	Yes	\$200	\$2,337	\$200	9%
2 Bay Area Blues Society Hayward-Russell City Blues Festival	Cultural Diversity	3,000	Yes	\$30,000	\$97,863	\$30,000	31%
3 Dr. Martin Luther King, Jr. Birthday Committee Dr. Martin Luther King, Jr. Birthday Celebration	Cultural Diversity	1,700	Yes	\$2,000	\$2,000	\$2,000	100%
4 Hayward Arts Council Art Promotion	Promote Arts	14,000	Yes	\$43,390	\$76,330	\$31,678	42%
5 Hayward Forum of the Arts / Sun Gallery Art Education and Exhibition Facility	Promote Arts	11,500	Yes	\$37,000	\$61,440	\$37,000	60%
6 Hayward Municipal Band Hayward Concert Series	Promote Arts	2,100	No	\$18,509	\$18,509	\$18,509	100%
7 Hayward Volunteer Recog and Awards Dinner Steering Committee Hayward Volunteer Recog and Awards Dinner	Recognize Hayward	350	Yes	\$3,000	\$12,650	\$2,000	16%
8 Hayward Zucchini Festival Hayward Zucchini Festival	Recognize Hayward	20,000	Yes	\$20,000	\$160,653	\$1,846	1%
9 La Alianza de Hayward Cinco de Mayo / Mexican Independence Program	Cultural Diversity	2,500	Yes	\$4,000	\$9,974	\$3,111	31%
10 Memorial Day Celebration Committee Memorial Day Celebration	Cultural Diversity	1,000	Yes	\$800	\$2,400	\$800	33%
11 Pacific Chamber Symphony Music Program	Promote Arts	4,500	Yes	\$10,191	\$18,191	\$10,191	56%
12 South Hayward Lion's Club Fourth of July	Cultural Diversity	2,500	Yes	\$8,250	\$11,272	\$6,464	57%
13 Veteran's Day Observance Committee Veteran's Day Observance	Cultural Diversity	2,000	Yes	\$300	\$2,400	\$300	13%
14 Youth Orchestra of Southern Alameda County Signature Concert Series	Promote Arts	500	Yes	\$7,000	\$63,990	\$5,901	9%
Total						\$150,000	

FY 2007-08 Community Promotion Program

Overview of Requests - Year 2

Program Name	Grant Category	Attendance	Fundraising / Fees/Donations	Grant amount Requested	Program Budget	Recommended City Funding	% of City Support (Using recommended funding)
1 Admission Day Celebration Committee Admission Day Celebration	Cultural Diversity	100	Yes	\$200	\$2,337	\$200	9%
2 Bay Area Blues Society Hayward-Russell City Blues Festival	Cultural Diversity	3,000	Yes	\$30,000	\$97,863	\$30,000	31%
3 Dr. Martin Luther King, Jr. Birthday Committee Dr. Martin Luther King, Jr. Birthday Celebration	Cultural Diversity	1,700	Yes	\$2,000	\$2,000	\$2,000	100%
4 Hayward Arts Council Art Promotion	Promote Arts	14,000	Yes	\$39,871	\$76,330	\$31,678	42%
5 Hayward Forum of the Arts / Sun Gallery Art Education and Exhibition Facility	Promote Arts	11,500	Yes	\$37,000	\$61,440	\$37,000	60%
6 Hayward Municipal Band Hayward Concert Series	Promote Arts	2,100	No	\$18,509	\$18,509	\$18,509	100%
Hayward Volunteer Recog and Awards Dinner Steering Committee Hayward Volunteer Recog and Awards Dinner	Recognize Hayward	350	Yes	\$3,000	\$12,650	\$2,000	16%
8 Hayward Zucchini Festival Hayward Zucchini Festival	Recognize Hayward	20,000	Yes	\$20,000	\$160,653	\$1,846	1%
9 La Alianza de Hayward Cinco de Mayo / Mexican Independence Program	Cultural Diversity	2,500	Yes	\$4,000	\$9,974	\$3,111	31%
10 Memorial Day Celebration Committee Memorial Day Celebration	Cultural Diversity	1,000	Yes	\$800	\$2,400	\$800	33%
11 Pacific Chamber Symphony Music Program	Promote Arts	4,500	Yes	\$10,191	\$18,191	\$10,191	56%
12 South Hayward Lion's Club Fourth of July	Cultural Diversity	2,500	Yes	\$8,250	\$11,272	\$6,464	57%
13 Veteran's Day Observance Committee Veteran's Day Observance	Cultural Diversity	2,000	Yes	\$300	\$2,400	\$300	13%
14 Youth Orchestra of Southern Alameda County Signature Concert Series	Promote Arts	500	Yes	\$7,000	\$63,990	\$5,901	9%
Total						\$150,000	

FY 2006-08 Community Promotion Program

Summary of FY 2005-06 Grant Awards

		FY 2005-06			
Program Name	Sponsor	Grant Category	Percentage of total grant funds	Grant \$ awarded	Total Category \$ Total Category %
1 Hayward-Russell City Blues Festival	Bay Area Blues Society	Cultural Diversity	20%	\$30,000	
2 Fourth of July	South Hayward Lions Club	Cultural Diversity	4%	\$6,464	
3 Cinco de Mayo / Mexican Independence Program	La Alianza de Hayward	Cultural Diversity	2%	\$3,111	
4 Dr. Martin Luther King, Jr. Birthday Celebration	Dr. Martin Luther King, Jr. Celebration Committee	Cultural Diversity	1%	\$2,000	
5 Memorial Day Celebration	Allied Veterans Memorial Day Committee	Cultural Diversity	1%	\$800	
6 Veteran's Day Observance	Allied Veterans Parade Committee	Cultural Diversity	0%	\$300	
7 Admission Day Celebration	Native Daughters and Sons of the Golden West	Cultural Diversity	0%	\$200	\$42,875 29%
8 Art Education and Exhibition Facility	Hayward Forum of the Arts / Sun Gallery	Promote Arts	25%	\$37,000	
9 Art Promotion	Hayward Arts Council and Honor Band	Promote Arts	21%	\$31,678	
10 Hayward Concert Series	Hayward Municipal Band	Promote Arts	12%	\$18,509	
11 Music Education	Pacific Chamber Symphony	Promote Arts	7%	\$10,191	
12 Music Program	The Youth Orchestras of Southern of Alameda County	Promote Arts	4%	\$5,901	\$103,279 69%
13 Hayward Volunteer Recog and Awards Dinner	Hayward Volunteer Recog and Awards Dinner	Recognize Hayward	1%	\$2,000	
14 Hayward Zucchinni Festival	Hayward Zucchinni Festival	Recognize Hayward	1%	\$1,846	\$3,846 3%
Total FY 2005-06 Funding			100%	\$150,000	\$150,000